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Tobaccomen Oppose Appealing To Youths

VIRGINIA BEACH, Va. (AP)—Recent decisions by various cigarette manufacturers to discontinue college advertising and promotion programs "were reached by each company acting individually," George V. Allen, president of Tobacco Institute Inc., said Friday.

"Their decision serves to demonstrate to the American people that our members are serious when they state that smoking is a custom of adults." Allen told the Bright Belt Warehouse Association at its annual convention.

Allen said, "The industry wants to make it demonstrably clear it does not wish to promote or encourage smoking among youth. Therefore, the decision by a number of our companies to discontinue their college advertising and promotion programs should avoid any further misunderstandings or misconceptions on this subject."

Tobacco Institute Inc. "does not engage in advertising or promoting the use of tobacco," Allen said. "These are properly the activities of individual companies."

At the outset of his speech, Allen said, "We don't pretend to know the answers to questions about smoking and health. We don't think anyone else does either.

"What we are interested in is hard scientific facts that will provide not only answers to these questions, but also full knowledge about the causes of those diseases with which smoking has been associated through statistics.

"We are not on a crusade either for or against tobacco. If we have a crusade, it is a crusade for research."

Horace D. Godfrey, administrator of the U.S. Agriculture Department's Stabilization Service told the warehousemen "the forces that scuttled the wheat program will . . .not rest until all farm programs are gone, and farmers are once again at the complete mercy of the market place."

"Just which producers of which farm products are the next targets are unknown so far," Godfrey said, "but you can be sure there are plans to pick them off one by one. The only hope of preventing this is for farmers of all kinds to stick together.

"They should regard an attack on one group as an attack on all. Together farmers can muster real strength, but if they permit themselves to be divided, they are goners.

"Perhaps if we can profit from the experience of other producers, we can avoid similar problems in tobacco."

The warehousemen will wind up their convention Saturday after hearing reports of officers and adopting resolutions.

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Winston-Salem, N.C.
June 22, 1963

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